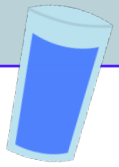
CASTALIE



Sector Sustainable consumption/green tech

Creation 2011

Founder
Thibault Lamarque

Headcount & offices
116 employees at Boulogne-Billancourt

Funding
€20 M in total

Clients
2,000 clients

CASTALIE offers businesses, events, cafes, hotels and restaurants eco-designed fountains produced in France and Italy, as well as a range of durable and reusable accessories.

The mission

To provide **access to quality water** and put an end to our reliance on plastic bottles, thanks to **sustainable and zero waste solutions**: water fountains, water bottles, reusable bottles.

CASTALIE is a circular economy company that offers a sustainable alternative to the **16 billion plastic bottles consumed in France each year**.

Their pride

In 2019, CASTALIE obtained the **ESUS** (Solidarity Company of Social Utility) accreditation after a process of a few months.

This recognition of the State is the most engaging to date. It enabled them to challenge themselves, to include their mission in their statutes (just like an Entreprise à Mission) but also to optimize value generation.

Key numbers

60% of fountains
produced in France

105 M plastic bottles
avoided since 2011

Carbon footprint
up to 88% lower for 1 L of CASTALIE water vs. 1 L bottled water

Made Blue Foundation
Goal: provide 35,000 people access to drinking water in Ethiopia by 2024

TechYourPlace, founding member, for diversity in recruitment

F/M ratio 50-50%

Best Impact Practice

We have a partnership with the **Made Blue Foundation**, which facilitates access to drinking water in developing countries. We started with a financial donation at the end of 2019, and after a field trip, decided to set up a sponsorship unit at CASTALIE with the objective of **raising funds to finance water sources in Ethiopia** via Made Blue. This allowed us to engage the team on the social dimension of the project and the critical issue of global access to drinking water. **Thibault Lamarque, Founder.**